Blue Seas, Blue Skies: JetBlue Now Serving St. Maarten

Jan 17, 2008

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New York's Hometown Airline Offers $99 (a) Introductory Fare Each Way

Island Becomes Low-Fare Carrier's 11th Caribbean/Atlantic Destination

      Nonstop, Daily Year-Round Service From New York/JFK
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NEW YORK, Jan. 17, 2008 (PRIME NEWSWIRE) -- Beach bums and sun lovers wanted. JetBlue Airways Corporation (Nasdaq:JBLU) today becomes the first low-fare carrier to offer flights between the Northeast and St. Maarten's Princess Juliana International Airport Operating Company N.V. (SXM) with nonstop, daily year-round service from New York's John F. Kennedy Airport (JFK).

To celebrate its new St. Maarten service, JetBlue is currently offering a special $99 (a) sale fare each way between the island and New York/JFK. Travel must be booked by Thursday, January 24 at 11:59 p.m. MT. Regular one-way fares between New York and St. Maarten start as low as $154 (a) each way.

"We want our customers to travel in style and comfort, whether it's more legroom in our all-leather seats, free snacks, complimentary movies or our award-winning personal and sincere service," said Dave Barger, CEO of JetBlue Airways. "They also deserve more affordable flights from the Northeast to the Caribbean, and we're excited to offer daily year-round fares that are almost 30 percent lower than pre-JetBlue fares from New York to the beautiful island destination of St. Maarten. Lower fares means you have more of your budget to spend in beautiful St. Maarten or one of our 10 other Caribbean destinations."

"We are very pleased to welcome JetBlue into our airport family," said drs. Eugene Holiday, President of Princess Juliana International Airport. He continues, "The start of the service will bring increased choices and connections for the traveling public between St. Maarten/St. Martin, the region we serve and the U.S."

"JetBlue's nonstop, daily year-round service from New York's John F. Kennedy Airport, will allow greater opportunities for development of our tourism product," comments Commissioner of Tourism Roy Marlin. "This new flight will mean easier and more accessible travel to and from St. Maarten and the Caribbean, as well as provide more options for visitors wishing to vacation on our beautiful island. We are encouraged by this new opportunity and look forward to welcoming visitors from the United States and beyond through this new connection."

St. Maarten is JetBlue's 11th Caribbean/Atlantic destination, joining: Aruba; Bermuda; Cancun; Nassau; Aguadilla, Ponce and San Juan, Puerto Rico; and Puerto Plata, Santiago and Santo Domingo, Dominican Republic. Service between 11 JetBlue destinations and St. Maarten is also available with easy and convenient connections at JetBlue's hometown airport, JFK, including: Boston; Las Vegas; and Washington, D.C./Dulles.

JetBlue now offers full vacation packages for St. Maarten and 25 other JetBlue destinations. JetBlue Getaways customers book discounted vacation packages including airfare, hotel, airport transfers and/or various activities at one time, saving valuable time and money. Customers can book a JetBlue Getaways vacation package to St. Maarten at www.jetblue.com or through the JetBlue Getaways desk by calling 1-800-JETBLUE (538-2583), option 3.

Customers flying JetBlue to/from St. Maarten will travel in style aboard the airline's modern Airbus A320 fleet, which features all-leather seating and the most legroom in coach (based on average fleet-wide seat pitch for U.S. airlines), as well as complimentary first-run movies and bonus features from FOX InFlight on JetBlue's signature seatback televisions. Through its largest focus city at New York's JFK Airport, JetBlue also offers Caribbean travelers convenient connecting service to destinations across the airline's coast-to-coast route network.

JetBlue's new service between New York and St. Maarten's Princess Juliana International Airport, with fares starting as low as $154 (a) each way:

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New York, NY (JFK) to                  St. Maarten, Netherlands
St. Maarten, Netherlands                Antilles (SXM) to
 Antilles (SXM)                        New York, NY (JFK)
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Depart - Arrive                        Depart - Arrive
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9:45 a.m. - 2:50 p.m.                  3:45 p.m. - 7:15 p.m.
(all times local)                      (all times local)
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Customers enrolled in JetBlue's customer loyalty program, TrueBlue, will earn six TrueBlue points each way for flights between New York and St. Maarten.

Double TrueBlue points are awarded for travel purchased online at www.jetblue.com. Customers can earn TrueBlue points even faster by using the JetBlue Card from American Express. Every time cardholders purchase JetBlue travel with the Card, or earn at least one TrueBlue point through other purchasing using the Card, all TrueBlue points in the member's account automatically extend for another 12 months.

New York-based JetBlue Airways has created a new airline category based on value, service and style. Known for its award-winning service and free TV as much as its low fares, JetBlue is now pleased to offer customers the most legroom throughout coach (based on average fleet-wide seat pitch for U.S. airlines). JetBlue introduced complimentary in-flight e-mail and instant messaging services on aircraft "BetaBlue," a first among U.S. domestic airlines. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue serves 53 cities with 550 daily flights. With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JETBLUE (1-800-538-2583) or visit www.jetblue.com.

The JetBlue logo is available at http://www.primenewswire.com/newsroom/prs/?pkgid=795

(a) All fares are subject to change without notice. Fares are only available for flights booked at jetblue.com. Travel costs $10 more per person if purchased by telephone or at an airport or city ticket office. Fares require up to a 7-day advance purchase. Travel must be booked by January 24, 2008, 11:59 PM MT. Travel must be completed by April 2, 2008. Travel must take place Monday-Wednesday for southbound travel and Tuesday-Thursday for northbound travel. Fares may not be available on all days or on all flights. Fares are most often found on midweek travel dates. All fares must be purchased at time of reservation, and are one-way, nonrefundable, and nontransferable. Cancellations and changes can be made prior to scheduled departure for $50 at 1-800-JETBLUE (1-801-365-2583 if located in St. Maarten) or $40 at jetblue.com, with applicable fare adjustment. Cancellations are for a JetBlue travel credit only, which is valid for one year. If a reservation is not changed or canceled prior to scheduled departure, all money associated with the reservation is forfeited. Fares do not include Passenger Facility Charges of up to $9 each way, September 11th Security Fees of up to $5 each way and a Federal Segment Tax of $3.50 per domestic segment. A segment is a takeoff and landing. International fares also do not include government fees and taxes of up to $71.75 each way. All taxes and fees must be paid at the time of purchase. JetBlue reserves the right to deny boarding to passengers without proper documentation. Other restrictions apply.

DIRECTV(r) service is not available on flights outside the continental United States; however, where applicable FOX InFlight(tm) is offered complimentary on these routes. FOX InFlight(tm) is a trademark of Twentieth Century Fox Film Corporation. JetBlue's in-flight entertainment service is provided by LiveTV, a wholly owned subsidiary of JetBlue.

This press release contains statements of a forward-looking nature which represent our management's beliefs and assumptions concerning future events. Forward-looking statements involve risks, uncertainties and assumptions, and are based on information currently available to us. Actual results may differ materially from those expressed in the forward-looking statements due to many factors, including, without limitation, our extremely competitive industry; increases in fuel prices, maintenance costs and interest rates; our ability to implement our growth strategy, including the ability to operate reliably the EMBRAER 190 aircraft; our significant fixed obligations; our ability to attract and retain qualified personnel and maintain our culture as we grow; our reliance on high daily aircraft utilization; our dependence on the New York metropolitan market and the effect of increased congestion in this market; our reliance on automated systems and technology; our being subject to potential unionization; our reliance on a limited number of suppliers; changes in or additional government regulation; changes in our industry due to other airlines' financial condition; and external geopolitical events and conditions. Further information concerning these and other factors is contained in the Company's Securities and Exchange Commission filings, including but not limited to, the Company's 2006 Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. We undertake no obligation to update any forward-looking statements to reflect events or circumstances that may arise after the date of this release.

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